

## Message Text

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PAGE 01 VIENNA 02492 210810Z

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ACTION EUR-06

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FM AMEMBASSY VIENNA

TO SECSTATE WASHDC PRIORITY 2097

AMEMBASSY SOFIA

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UNCLAS VIENNA 2492

BEWT FOR RICE

E.O. 11652: N/A

TAGS: BEXP, BU

SUBJECT: U.S. PARTICIPATION PLOVDIV FAIR 1974

REF: SOFIA 0365

1. ANTONY G. JONES, SENIOR PROJECTS COORDINATOR FMC VIENNA, CALLED AT EWTC MARCH 19, TO ASK ABOUT PARTICIPATION IN U.S. EXHIBIT AT 1974 PLOVDIV FAIR.

2. EWTC DIRECTOR QUOTED ESTIMATED U.S. \$85 PER SQUARE METER FOR INSIDE SPACE AND U.S. \$45 PER SQUARE METER FOR OUTSIDE SPACE AND STATED WE WOULD NEED CHECK AND SIGNED PARTICIPATION AGREEMENT BY APRIL 26, 1974, WITH DESCRIPTION OF EQUIPMENT TO BE DISPLAYED. COPY OF USDOC PA FORM AND CONDITIONS OF PARTICIPATION WERE GIVEN TO JONES. ALSO TOLD HIM EQUIPMENT WOULD HAVE TO BE AT PLOVDIV BY AUGUST 1, 1974, AND SAID SHIPPING INSTRUCTIONS WOULD BE SENT TO FMC SOON AFTER SIGNED PARTICIPATION AGREEMENT WAS RECEIVED.

3. FOLLOWING SELLING POINTS RE PLOVDIV FAIR WERE MADE: A) AMONG USSR AND ALL OTHER EASTERN EUROPEAN COUNTRIES BULGARIA STANDS HIGHEST IN PERCENTAGE OF NON-AGRICULTURAL GOODS IMPORTED FROM THE U.S., B) PARTICIPATION IN PLOVDIV OR OTHER EASTERN EUROPEAN FAIRS NO NECESSARY TO BREAK INTO  
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PAGE 02 VIENNA 02492 210810Z

MARKET BUT IS EXPECTED BY EE GOVERNMENTS OF FIRMS SUCH AS FMC

WHICH DO BUSINESS ON CONTINUING BASIS IN THE RESPECTIVE EASTERN EUROPEAN COUNTRY., C) BULGARIANS ARE MOST INTERESTED IN AGRICULTURAL MACHINERY AND EQUIPMENT AS EVIDENCED BY "SHOPPING LIST" GIVEN TO EMB SOFIA. COPY OF LIST WAS GIVEN TO JONES., D) AGRICULTURAL MECHANIZATION AS THEME OF PLANNED U.S. EXHIBIT AT PLOVDIV THIS YEAR IS IDEALLY SUITED TO

FMC PRODUCTS.

4. JONES SAID FMC SALES IN BULGARIA ARE EXCELLENT AND PROSPECTS EVEN BETTER. IN PRINCIPLE FMC WISHES TO PARTICIPATE IN PLOVDIV THIS YEAR AND APPRECIATED DETAILS BUT WISHED MORE DETAILS ABOUT "MOCK-UPS" PLANNED, LAYOUT OF EXHIBIT, HOW IT WILL BE SET UP, ETC., WHICH EWTC DIRECTOR COULD NOT PROVIDE. WE HAD IMPRESSION JONES HIMSELF DOES NOT HAVE AUTHORITY TO COMMIT FMC TO EXHIBIT AND WAS TRYING TO DELAY MATTERS FOR TIME BEING.

5. EQTC DIRECTOR MADE APPOINTMENT TO CALL AT FMC OFFICE IN VIENNA ON MARCH 22, 1974, AT 10:30 A.M. WITH DAVID FISHER, EMB SOFIA, WE HOPE HE CAN PROVIDE FURTHER DETAILS.

6. REQUEST INSTRUCTIONS ASAP RE PARTICIPATION AGREEMENT FORM TO BE USED, RENTAL CHARGE FOR SPACE, AND ANY OTHER AVAILABLE DETAILS RE PLANNED EXHIBIT. TRINKA

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